



## AccorHotels introduces MyRoom - a room with a tale across five hotels

A concept room that resonates with your passion



**India, 10 July 2018:** Travellers today are looking for travel and stay experiences that are distinctive, innovative, customized, local and exciting. Now guests can check into select AccorHotels properties in Delhi, Bangalore, Hyderabad, and Goa to enjoy MyRoom by AccorHotels - a unique concept that offers customised rooms which are curated to reflect various themes and passions, allowing guests to connect with their stay and feel welcomed.

Going beyond standardized rooms, MyRoom by AccorHotels, offers 15 vibrant and creatively inspired rooms for both adults and children livening their stay. Whether you are a fan of football, Bollywood, music, nature lover or looking for an exciting place for your kids to stay, MyRoom caters to all.

To bridge the gap between the hotel staff and guests, the MyRoom themes have been designed by the hotel staff itself. The staff brainstormed on themes they are passionate about, while keeping their guests in mind. Following internal discussions, three winners were shortlisted, where each winner was given charge to decorate and plan the room as per their identified theme.

**Jean-Michel Cassé, Chief Operating Officer, India & South Asia, AccorHotels** said, “AccorHotels brand values includes strengthening the bond between guests and employees based on shared interested. The ‘MyRoom’ concept personifies this, by offering ‘one room, one story, one guest’ focusing on ‘selling stories rather than rooms’. With much success during our pilot project, we have expanded the concept now to five hotels and hope to continue to offer these unique rooms across India.”

One example of the MyRoom concept is at Novotel Bengaluru Techpark, which has a football themed room. The room has been designed to enhance the guest experience by living in the world of football. From a wall painting of the football field to decorative head board and walls adorned with pictures of world legendary players, the room is every football fans’ dream.

These personalised rooms are available at five AccorHotels properties in India with 15 rooms in total. These include Novotel New Delhi Aerocity with Bohemian Chic, Chateau de Lille and Eva, Novotel Bengaluru Techpark with Football, Music and Fair Trade, Mercure Hyderabad KCP with Nizam’s Darbar, Nature’s Nest and Charlie’s Room, ibis Styles Goa, Calangute with Kids room, Born to Run and a Goan themed room and ibis New Delhi Aerocity with Kiddo’s cave, Basketball and Bollywood themed rooms.

Click [here](#) for high resolution photographs of the rooms.

Discover the booking page for MyRoom: <https://www.accorhotels.com/gb/product-services/owm009012-001-myroom.shtml>

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#### About AccorHotels in India

AccorHotels operates a network of nine distinctive brands with over 9,000 rooms spread across 49 properties in 22 key destinations in India. Underpinned by operational excellence and embracing its European heritage, AccorHotels is uniquely placed as the only international hotel group with brands that span across all segments, from its internationally acclaimed luxury Sofitel, Fairmont, Pullman, Swissôtel and Grand Mercure brands; as well as the popular Novotel and Mercure midscale and boutique brands alongside the much-prized economy brands including ibis, ibis Styles.

#### About AccorHotels:

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,300 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe. Benefiting from dual expertise as an investor and operator, AccorHotels operates in 100 countries. Its portfolio comprises internationally acclaimed luxury brands including Raffles, Sofitel Legend, Fairmont, SO Sofitel, Sofitel, onefinestay, MGallery by Sofitel, Pullman, Swissôtel and 25hours Hotels; as well as the popular midscale brands Novotel, Mercure, Mama Shelter and Adagio; the much-prized economy brands including JO&JOE, ibis, ibis Styles, ibis budget and the regional brands Grand Mercure, The Sebel and hotelF1. AccorHotels provides innovative end-to-end services across the entire traveler experience, notably through the acquisition of John Paul, world leader in concierge services.

With an unmatched collection of brands and rich history spanning close to five decades, AccorHotels, along with its global team of more than 250,000 dedicated women and men, has a purposeful and heartfelt mission:

to make every guest Feel Welcome. Guests enjoy access to one of the world's most rewarding hotel loyalty programs - Le Club AccorHotels.

AccorHotels is active in its local communities and committed to sustainable development and solidarity through PLANET 21, a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

Accor SA is publicly listed with shares trading on the Euronext Paris exchange (ISIN code: FR0000120404) and the OTC marketplace (Code: ACRFY) in the United States.

For more information and reservations visit [accorhotels.group](https://accorhotels.group) or [accorhotels.com](https://accorhotels.com).

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